



Business Case Template and Guide



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1. Business Case Features and Template

This template can be used for any cost-savings project/idea in your organisation, be that an energy-efficient one or other. Any new investment in your organisation requires the answering of seven key questions:

1. Who?
2. Why?
3. What?
4. How?
5. When?
6. Where? and
7. How Much?

The sections of the business template is structured around these questions and their respective elements for a project proposal. It forms a concise guide to build your business case, and robustly prepares your project/idea for presentation to the relevant manager for endorsement.

The template is presented on the following pages, followed by some tips on how to address each of the seven key questions and elements.

Project Name:		
Business Case Proposal Date:		
Who	Sponsor(s)	
	Manager(s)	
	Internal Stakeholder(s)	
	External Stakeholder(s)	
Why	Need/Issue	
	Alignment with Business Priorities	
How	Proposed Solution or Methodology	
What	Impacted Business Function or Area	
	Indicative Risk Level of the Project	

When	Proposed Start Date	
	Overall Project Timeframe	
	Estimated Completion Date	
Where	Location of Project Implementation	
How Much	Approximate Cost of Project	
	Estimated Benefits (financial or non-financial)	
	Impact/Risk of Doing Nothing (financial or non-financial)	

2. Who

Stakeholder Identification and Engagement

Relevant stakeholders may include, but are not limited to, technical staff, community members, senior managers, financial managers, suppliers, procurement officers, etc. It is important to document the interests of each stakeholder and how they may help/hinder the development of the business case and the implementation of the project/action.

Once the above information is identified, appropriate and relevant strategies can be selected to engage and influence the stakeholders.

Some key questions to ask are:

- Who are the internal stakeholders? Consider those that will be impacted by the project, during project construction and post-completion.
- Are there any external stakeholders that need to be consulted? These include any external stakeholders that will be affected by the project during construction or post-construction e.g. neighboring companies, your existing utility company etc.
- What are the key interests of the stakeholders identified?
- What key messages will have the most impact on the identified stakeholders?
- Do I need to obtain any approvals from the identified stakeholders (internal and external) to strengthen my business case for approval?

Project Responsibility

- State who is responsible for the implementation and management of the project (manager).
- State who is responsible for funding the project (sponsor).

3. Why

Demonstrating Project Relevance

Explain why the project is relevant in your existing business environment:

- What challenges are you currently facing that need resolution?
- What are the strategic drivers relevant to the project/action?
- How do the proposed actions align with business priorities?

4. How

The Solution

Explain how you plan to meet the needs of the identified issue and what is your solution or methodology. Consider the following:

- What research have you conducted to know that this is the best solution? Provide any relevant

benchmarking information.

- What is your solution or methodology? Explain what it is. e.g. will any new technology be involved?
- What resources do you need to implement the project? E.g. internal workforce, existing infrastructure/equipment, external contractors etc.
- Measurement and verification plan:
 - How will you monitor the progress of the implementation to measure its success?
 - Which internal KPIs will you use?
 - Do you need to conform with any internal guidelines or templates?
 - Are there any relevant external metrics to be considered?

5. What

Relevant Business Area to be Impacted and Project Risks

Key things to identify and explain include:

- Which area of the business the project relates to and how the change will impact this area
- Potential other business areas that will be affected by the project during construction or post-completion in the near-future
- Any impact of the implementation on overall production and business continuity
- Any operational, environmental or other risks involved in the implementation
- A high-level indication on the level of these risks
- Identify links between the project and existing business opportunities

6. When

Project Timeframe

Key considerations around the timeframe of your project, including:

- What is your recommended implementation schedule? Start date, approximate length of implementation, expected completion date, project milestones etc.
- When do you expect to see the benefits of the project in the business?

7. Where

Project Location

Where the project implementation will be located and which company facilities or sites will be impacted.

8. How Much

Project Costs, Benefits and Risks of Doing Nothing

After you have presented the need and method for your project, outline the costs and benefits, plus the consequences of doing nothing to address the business need. Key considerations include:

- What will it cost?
 - Clearly state the assumptions of the project/action when describing the costs.
 - Try to use figures to emphasise the main points.
 - Ensure the level and accuracy of data is applicable to the scale of the project/action and funding required. If possible, include data in the appendices.
 - Include timings of the project cost if possible
- Are there any other sources for funding?
 - Clearly state the funding source of choice (internal/external). Alternative sources can be offered to strengthen the case.
 - Identify any potential government grants that are available for the project.
- What are the benefits?
 - These can be financial or non-financial.
 - For energy-related projects, include any non-energy benefits arising from the project e.g. process optimisation, greater efficiency due to new equipment/infrastructure etc.
 - Clearly state assumptions and where possible, quantify these benefits.
- What risks is the business taking by not implementing the project?
 - Outline and emphasise the case of doing nothing, and how this will cost/impact the business if the project does not get approved.
 - These can be financial or non-financial.



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